



Connect to Success Corporate Profile



Name of Company: PORTER NOVELLI

Short summary of its operations and how long they have been operating in Portugal, including number of local employees.

Porter Novelli is a global public relations firm, founded in 1972 in Washington DC, and integrated in the Omnicom Group. Today we have more than 100 offices in 60 countries and we work in partnership with our clients to truly understand their business needs, and how PR can be a strategic business partner to help them achieve their goals. We do this by understanding consumers' and influencers' mindset and motivations to determine when, where and how they would be more receptive to hearing our clients' messages – and to take the time to ensure that the messages that we're delivering are the most relevant and powerful.

Q: Tell us about your company's involvement in social responsibility and how your company and/or the community has benefited.

Porter Novelli was founded by two former ad guys – Jack Porter & Bill Novelli – who wanted to apply the principles of non-profit to the commercial space. This was the start of social marketing ... and PN was a pioneer of that.

We've built off of that heritage and it's still in our DNA today. We'll only take a client if it aligns with who we are as an agency – is the company ethical, transparent and are they seeking to make a change for the good.

This is also why we have a great commitment towards CSR. There are many examples of that in Porter Novelli worldwide, but also several in Portugal: we have worked for many years with LAÇO, in the fight against breast cancer; Casa da Estrela, a home that shelters girls and reintegrates them in society; Associação Reklusa, an association that aims to reintegrate in society women that were in prison, through the production of fashion accessories; among many other activities in this area. We are also mentors of students from Universidade Católica Portuguesa.

Q: What do you hope your team will gain through their participation as mentors in Connect to Success' Corporate Mentoring Program?

The will to be involved in projects such as Connect to Success is in our team's DNA. They are a group of motivated and generous people that are totally open to share their knowledge and experience. By widening the number of people in the team that are involved in the project, we provide a larger spectrum of points of view and creativity, which will certainly raise their commitment and motivation.

Q: What do you hope the mentee(s) selected by your company to participate in the program will achieve at the conclusion of his/her/their participation?

We hope that the mentee who was selected for our company will have a clear and focused vision on how to achieve her business goals. For that, we will help her to better understand her stakeholders' mindset and motivations to determine when, where and how they would be more receptive to hearing her company' messages – and to take the time to ensure that the messages that she is delivering are the most relevant and powerful.

For more information, please contact:

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PRWeek U.S. Best Place to Work (2014)

PR News Top Places to Work (2015)

Holmes Report Mexico Agency of the Year (2015)